

The effectiveness of the design technology plays its role in creating new, original types of goods and services. Their use allows the designer to solve the whole complex of tasks ensuring the development and implementation of innovations. First of all, this is related to social product, that is, to those groups of consumers who are a target market for it. Next comes, maximum efficiency of the functional process. Various professional tools help the designer to meet the requirements of consumers, make product consumer-friendly and meeting human needs. The list of requirements usually includes demands for quality of the new product. It can be determined primarily by the level of consumption indicators - social, functional, ergonomic, environmental and some others. But it is especially important to highlight the role of a designer in creating aesthetic forms of products, its complete image, as the aesthetic value of the product in terms of design standardization of production technologies is a more important attribute of quality than of practical usefulness, ease of use. Creation of new promising types of products, development of innovative production methods can take quite a long time. They are impossible without a clear idea of the peculiarities of an organization functional processes that include these products and consumer complexes, the structure of value relations, ideals and cultural norms, which will develop in the future society.

In today's world the importance of design in product development are correlated with product exterior. At first glance, the task is just to put the functionality of products in product exterior. In fact - this is only the first step to understanding the role of design in the commercial success of the manufacturer. The most beautiful product, which is useless to a specific consumer will not occupy a worthy place in the minds and, therefore, will not be bought. The product needs to do some work for the consumer. The approach to the product in terms of the functions it performs can be divided on two parts. First - what kind of work the goods perform for the user, how well they do it, what problems it solves. The second problem which is growing in importance all over the world is the interaction between the product and the user. The gist of it is that design challenges are multifunctional and require integrated efforts of many specialists in various fields and the most modern technologies applied by the organization, development and careful preparation of production process. Here creativity is one of the main components of success. It correlates poorly with the atmosphere of mass production, which is more mechanistic. Many well-known Western corporations use the services of companies specializing in the innovative product development.

Conclusion. As it has been mentioned design has an economic aspect, as it is based on promoting a product on the market. Economy has become a mainstay in product promotion, because it captures the essence of what is happening. Design fully reflects the category of people targeted by a particular product. Thus demand for a product depends on its necessity and relevance to humans.

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RISKS IN MARKETING ACTIVITIES

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Summary - This article discusses the risks of marketing activities. During the development of the article, the main causes of the occurrence of marketing risks, types of risks in marketing activities and their features were identified. The features of risk management in the marketing system were also considered. Based on the studies, it was concluded that the necessary measures should be taken by managers to minimize risks.

Резюме – В статье рассматриваются риски маркетинговой деятельности. В ходе разработки статьи были выявлены основные причины возникновения маркетинговых рисков, виды рисков в маркетинговой деятельности и их особенности. Также были рассмотрены особенности управления рисками в системе маркетинга. На основании проведенных исследований сделан вывод о необходимых мерах, которые должны придерживаться менеджеры для минимизации рисков.

Introduction. Market relations are impossible without risks, as there is always competition, sometimes unpredictable situations in economic, industrial and commercial activities. On the other hand, the absence of such risks in the long run harms the economy, destroys its effectiveness and dynamism. The existence of various kinds of risk and changes during the development of its degree is a strong and constant factor in moving the business forward.

Results. Risks accompany any marketing activity. Risk is the possibility or probability of not achieving the desired result due to specific actions and decisions. The risks of marketing activities are the risks of selling products and the

risks of current project support. Otherwise, they can be identified as risks of loss of profit due to the fact that the level of selling prices is reduced or sales volumes are reduced.

The risks of marketing activities depend on market fluctuations in the prices of resources and on the prices of products sold. The main reasons for the occurrence of marketing risks are presented in figure 1.

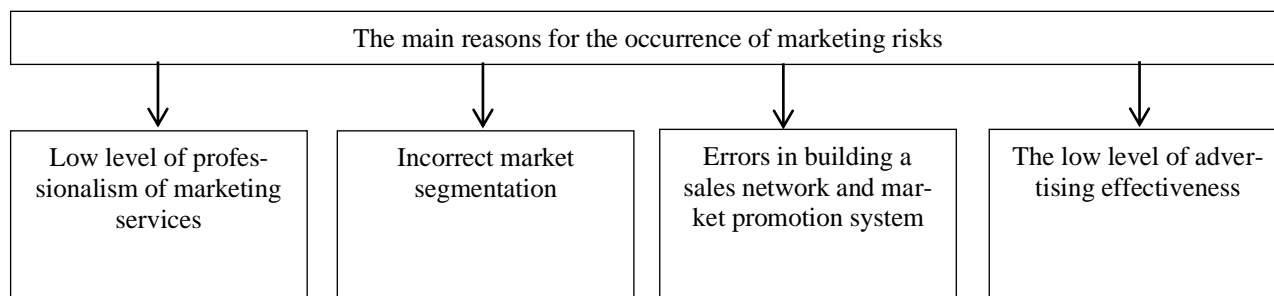


Figure 1 - The main reasons for the occurrence of marketing risks

Source: Risks of marketing activities.

Risks in this area are divided into several types [1]. Each type has its own characteristics and specifics (table 1).

Table 1- Types of risks in marketing activities

Types of risks	Features of risk factors in the conditions of implementation of activities in the Republic of Belarus
1. Implementation risks;	The possibility of losses during the sale of goods and services , also in the process of interaction with partners and contractors, carried out for the purpose of organizing sales;
2. Marketing risks;	Risks appear at the stage of sales of goods and services produced by the company;
3. Risks of interaction with contractors and partners in the process of organizing product sales;	The main reason for these risks is the use of the services of many intermediary companies to promote products;
4. Risks of choosing the wrong sales strategy;	The reasons for this are : lack of funds from potential buyers, as a result of which its production becomes inefficient, uncertainty conditions in which management decisions are made (mistakes are made in determining and forming the product sales strategy);
5. Risk of incorrect organization of marketing research.	The risk is connected with small experience in realization of such activity, limited number of professional market figures who carry out marketing researches. It is also associated with the lack of public statistics and secondary marketing information on available resources, etc.

Source: Risks of marketing activities.

The entrepreneur should know the peculiarities of risk management in the marketing system, as well as strive to anticipate possible risk areas in his work, to take adequate measures in advance. The most widely known method of risk insurance is to conclude an insurance contract with one of the insurance companies.

At commercial risks the enterprise aspires to carry out the most thorough analytical work on choice of target markets by a method of ranking, the most responsible work on sale of the goods on segmentation of consumers. There is a careful selection of commercial intermediaries, early market testing, and trial sales.

At financial risks managers carry out thorough analytical work with the purpose of definition of priority directions of activity of the enterprise, more profound preliminary estimation of profitability of realization of the produced goods. They make the necessary changes in production plans and investment plans. They also conduct deep analytical work in the pre-contract period.

At intra-company risks there is a detailed elaboration of collective agreement terms with trade union activists, development of powerful social and economic programs at the enterprise, loyalty and use of employees' motivation in the process of enterprise management; creating a suitable psychological atmosphere in the company's staff; thorough selection of top and middle class managers, effective motivation; professional retraining and management staff training [2].

Conclusion. The enterprise management on risk management should set the purposes, such as: optimization of analytical processes at the enterprise, operation at preparation and carrying out of operations of models. Risk reduction and assessment mainly depend on the type of activity of the enterprise, segments of consumers, specificity of goods, condi-

tion of target markets, adopted model of goods movement, transport and commodity logistics, on ways of positioning of goods in the market space. The majority of marketing and management specialists advise every entrepreneur and manager of a company to build tables of non-standard and inherent risks for a certain company or type of transaction.

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ONLINE REPUTATION MANAGEMENT: THEORETICAL BASES AND METHODOLOGICAL APPROACHES

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Summary – The actual issue of Online Reputation Management (ORM) is considered in this article, it defines ORM, explores its main tools for ORM and implementation features, identifies the main stages of ORM, and demonstrates the importance of this process for successful company operations.

Резюме – В данной статье рассмотрен актуальный вопрос управления репутацией компании в интернете (ORM), дано определение ORM, исследованы его основные инструменты для ORM и особенности внедрения, определены основные этапы ORM, помимо этого доказана важность данного процесса для успешной деятельности компании.

Introduction. Nowadays, the most promising and attractive platform for development in the field of communications is the Internet. Its advantage and disadvantage is that all information published on the Network is accumulated and is publicly available. It is issued in accordance with consumer requests by the company name, product and service names, names of top managers, and so on. That's why reputation on the Internet can seriously affect relationships with partners, potential and existing customers, and influence their decision-making.

The importance of reputation management is undeniable, because according to some studies, companies with a better reputation tend to do better financially and when there are downturns in the market their balance back more quickly than others. Such companies tend to recruit and keep the most qualified specialists, they are perceived by their clients better, and have a preferential advantage over their competitors in the market [1].

This topic is unquestionably actual, since for most Belarusian companies, transferring part of their promotion activities to the Internet is a newly mastered or even new experience, not to mention creating and maintaining a reputation in the Network. The need to study this topic is confirmed by increasing amount of expenses for creating and managing online reputation in the practice of Belarusian enterprises.

The main part. Online Reputation Management (ORM) is a system of measures that involves the use of various methods and services to create and maintain a stable positive impression of the target audience from the company and its activities with the help of the Internet and, as a result, increase the loyalty to the company.

The main tools for managing online reputation are SEO, SMRM, SERM, Crisis ORM, Public ORM, OIM, work with opinion leaders and such techniques as providing an opportunity for real customers to express their opinion about a particular product, service or company; and identifying and eliminating the main source of negative information dissemination within the company, as very often dissatisfied employees distribute reviews about the organization. In order to manage the company's reputation on the Internet effectively, you need to understand the essence of how these tools work.

All major search engines such as Google, Yandex, Mail, Bing and Yahoo have primary search results, where web pages and other content such as videos or images are displayed and distributed on the basis of what the search engine considers most appropriate to users [2].

SEO (Search Engine Optimization) helps to promote the site, to get it to the first position in the search engine results, in order to increase site traffic, that is, to attract more customers and earn revenue in the future.

In author's opinion, the effective use of SEO is undeniably important, since most people will probably not even pay attention to sites that are in the positions of the third page and farther away on the search results. This can be seen in a personally tested example: typing in the Google search bar "Excursion in London", we get 33 700 000 results, but we will pay attention to no more than the first 20.

In the case of SMRM (Social Media Reputation Management) the definition speaks for itself. Social networks are the right tools for making a statement and attracting an audience. As Facebook, VKontakte, Instagram, Odnoklassniki and other major social media sites are gradually invading our daily lives, so reputation management in social media has become a factor of success for all companies [3]. On such platforms users trust opinion leaders such as bloggers, jour-